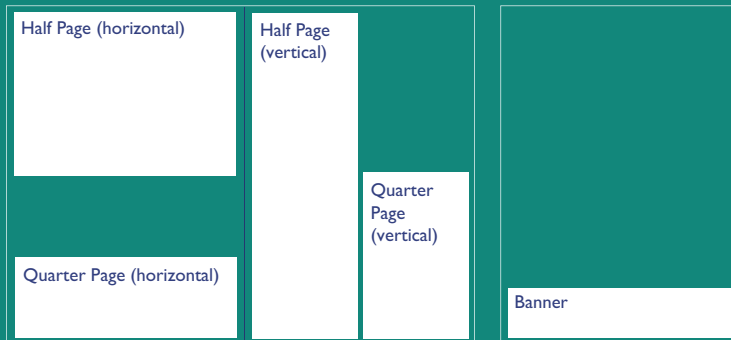
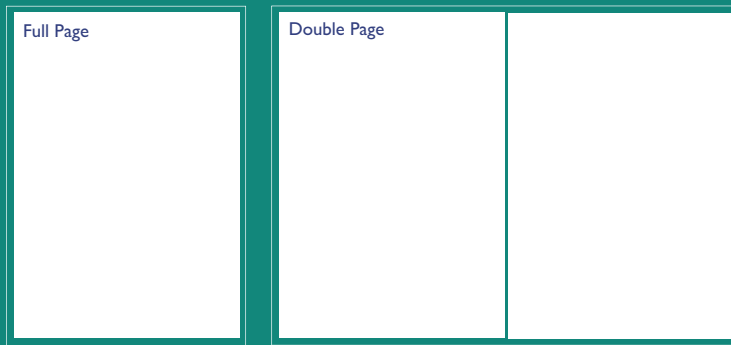


# Advertising Guidelines



## ADVERTISING RATES & PACKAGES

With a readership of over 5,000, The Ship Supplier is the advertising vehicle you have been waiting for: **Stay one step ahead of your competition and advertise your message to your customers!**

Advertising Rates - Full Colour Only	Non Members	ISSA Members
Double Page	GBP 3,000	GBP 2,600
Back Cover	GBP 2,500	GBP 2,300
Inside Front/Inside back cover	GBP 2,200	GBP 2,000
Full Page	GBP 2,000	GBP 1,650
Half Page	GBP 1,000	GBP 850
Quarter Page	GBP 600	GBP 500
Banner (1/8th page)	GBP 400	GBP 350
Company Listings	GBP 150 to 200	

Special options available;  
 Inserts, belly bands, CD tip-ins, gatefolds – prices on request

Wallplanner & World Map Advertising Packages	
Advertising packages available	from GBP 500 to GBP 1200

Website Sponsorship	
Sponsorship of The Ship Supplier website	from GBP 1500

## ADVERTISEMENT SIZES

Ad size	Orientation	Trim (mm)	Full Bleed (mm)	Inset (mm)
Double Page	Horizontal	420 x 297	426 x 303	384 x 264
Full Page	Vertical	210 x 297	216 x 303	174 x 264
Half Page	Horizontal	210 x 145	216 x 151	174 x 130
	Vertical	105 x 297	108 x 303	85 x 264
Quarter Page	Vertical	n/a	n/a	85 x 130
	Horizontal	n/a	n/a	174 x 65
Banner 1/8	Horizontal	n/a	n/a	174 x 35

Company Listings - we do the artwork for you

## ACCEPTABLE WAYS OF SUPPLYING YOUR ARTWORK

We only accept digital artwork for all advertising. Please supply in one of the following ways:

- CD or DVD - post discs to the address below in a well packed envelope. Discs will be returned by request.
- USB Flash Drive - post flash drives to the address below. Drives will be returned by post.
- Email - Artwork under 15MB in size can be emailed to: [issa@elabor8.co.uk](mailto:issa@elabor8.co.uk)
- FTP - If artwork is too large to email it can be uploaded to our server via FTP (File Transfer Protocol) or we can retrieve artwork from your server should you wish. If you wish to use our server for your artwork please contact our sales team on: +44 (0)1296 682051 or email [issa@elabor8.co.uk](mailto:issa@elabor8.co.uk)

## DIGITAL ARTWORK FORMATS

- **Images** Artwork may be supplied in a flat image format such as TIFF (.tif), Bitmap (.bmp), Photoshop EPS (.eps) or Jpeg (.jpg). When supplying images they must be at least 300dpi in resolution and be CMYK or Greyscale in colour mode. If sending Jpegs make sure they are saved with the least compression possible.
- **Quark Xpress or Adobe InDesign** If supplying adverts in Xpress format please make sure they are back saved in a version 4 compatible file. All fonts and high resolution (300dpi) CMYK images used in the artwork must be sent with the Xpress or InDesign file. Please make sure files are Pre Flight checked for press printing before supplying. If sending Xpress or InDesign files a physical laser printed or inkjet printed proof must be sent with the artwork.
- **Illustrator or Freehand EPS** Illustrator or Freehand files may be supplied in an editable EPS format with all fonts set to outline and all colours used must be CMYK.
- **PDF** When supplying artwork as a PDF please make sure the Distiller settings are set at high resolution PDFX1a (ideal) or Press Quality. If your artwork has bleed please include trim marks within the PDF.
- **Non Acceptable Formats** Word Documents, Excel Files, Corel Draw native files, Paintshop Pro native files, Microsoft Publisher and Adobe Pagemaker files. We don't accept artwork as film separations.

## DISCLAIMER

Supplied files must meet the size and format specifications within this document. Additional work to unacceptable files will be charged at GBP 90 per hour (GBP 90 min charge). Customers will be informed before any such work is carried out. The accuracy of supplied artwork remains the customers responsibility. We will not accept liability for content accuracy if printed proofs have not been supplied. Equally, we will not accept responsibility for errors in final print due to supplied digital data that does not correspond with our specifications.

## ADVERT DESIGN

We can assist you with your artwork - design or amendment - prices on request.

 **elaborate**  
COMMUNICATIONS

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